



DIETITIAN TOOLKIT

CALIFORNIA
STRAWBERRY[®]
COMMISSION

WELCOME



LOVE,
CALIFORNIA
STRAWBERRIES®

At California Strawberries, we're always excited to showcase the health and nutrition benefits of strawberries. While they're loved for being delicious, beautiful berries, strawberries also pack a powerful nutritional punch – and that's the story we hope this toolkit will inspire you to share. Whether you work in media, private practice, healthcare or culinary, we hope you will return to this resource often for the latest information.

Grown year-round in California, strawberries are a versatile superfruit that make healthy eating and snacking easier. In fact, research suggests that eating just 8-a-day may improve heart health, help manage diabetes, support brain health, mediate inflammation and reduce the risk of some cancers.

We represent over 300 diverse [family farmers](#), many of them descendants of immigrants who have grown strawberries for multiple generations. Ninety percent of U.S. grown strawberries come from California, and we take tremendous pride in the extraordinary care that goes into the land and the people who produce the strawberries we all love.

We hope you'll enjoy the materials in this toolkit and all the resources online in our [Nutrition Portal](#).

A handwritten signature in black ink, reading "Chris Christian". The signature is fluid and cursive, with a large initial "C".

Chris Christian, MS FSN
Senior Vice President
California Strawberry Commission

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Find more resources on our website, CaliforniaStrawberries.com, and on social media (@CAstrawberries). You can also sign up for our [Health Professionals Newsletter](#).





8-A-DAY HAS 8 KEY BENEFITS

1. Support immunity with strawberries: Just one cup of strawberries has 95% of the daily value of vitamin C for the day.¹
2. Strawberries are packed with beneficial nutrients including potassium, folate, fiber and the antioxidant vitamin C.¹
3. The anthocyanins in strawberries may reduce inflammation, oxidative stress and insulin resistance – all risk factors for type 2 diabetes mellitus (T2DM).²
4. Naturally sweet and low in calories, one serving of strawberries has less sugar than an apple³ and only half the calories of a banana.⁴
5. Stay sharp with strawberries: A recent study in the *Annals of Neurology* suggests that eating berries more than twice a week appears to delay cognitive aging by up to 2.5 years.⁵
6. Eating strawberries – a rich source of vitamin C, pelargonidin, anthocyanidins and total flavonoids – may reduce the risk of Alzheimer’s Disease and related dementias.^{6,7}
7. Combined intake of more than three servings of strawberries and blueberries per week has been associated with a decreased risk of heart attack.⁸
8. Several studies have shown that daily consumption of strawberries significantly reduced total cholesterol (TC) and low-density lipoprotein (LDL) cholesterol levels.^{9,10}

CALIFORNIA STRAWBERRY FARMING
SUSTAINABLE. INNOVATIVE. RESPONSIBLE.



FACTS FROM THE FARM

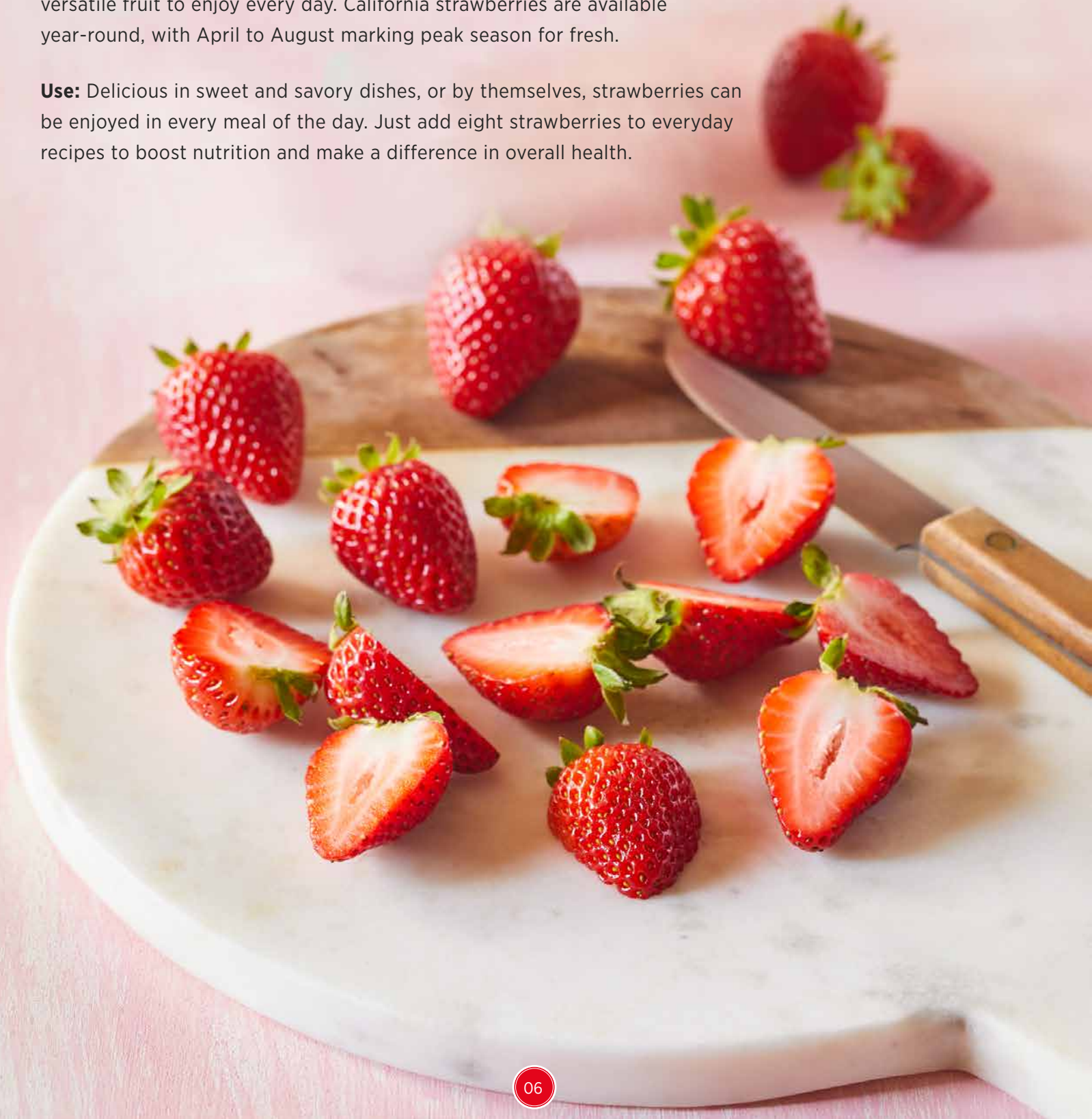
- California's 300 strawberry [farmers](#) produce 90% of American-grown strawberries, many on multi-generational, family-owned farms.
- They create 70,000 jobs, have funded more than \$2 million in scholarships for children of field workers and invest 97 cents of every farm dollar back into the community.
- Through innovation and research, California strawberry farmers have pioneered sustainable farming practices, with global breakthroughs in organic, resource conservation and pest management practices.
- More organic strawberries are grown in California than anywhere in the world. In fact, 1 in 4 California strawberry farmers grow both conventional and organic berries. Many conventional California strawberry farmers also use organic practices to reduce pesticide use.
- California strawberries are hand-picked to ensure only the highest-quality berries are harvested. Most are cooled and on the road to supermarkets and restaurants around the county within 24 hours of harvest.

STRAWBERRIES: AN EASY ADD TO DIETS

AVAILABILITY & USE

Availability: California strawberries, fresh or frozen, are a healthy and versatile fruit to enjoy every day. California strawberries are available year-round, with April to August marking peak season for fresh.

Use: Delicious in sweet and savory dishes, or by themselves, strawberries can be enjoyed in every meal of the day. Just add eight strawberries to everyday recipes to boost nutrition and make a difference in overall health.



SELECT & STORE

California strawberries are fully ripe at the time they are picked and do not continue to ripen after harvesting. Here are a few tips on how to [select & store](#) strawberries to make them last as long as possible.



FRESH:

- Look for a bright red color, natural shine and fresh green caps. Fresh strawberries are best eaten within 2-3 days of purchase. Store them in the cold storage bin of the refrigerator to reduce airflow, increase humidity and help preserve freshness.
- Refrigerate and keep dry until just before serving.
- With green stem still intact, rinse berries under cool water and gently blot dry.
- Remove green caps with a light twist or with the point of a knife.

TO FREEZE:

- Slice stem off rinsed strawberries and place cut-side-down on a baking sheet lined with waxed paper.
- Freeze, uncovered, for 24 hours, then transfer to a freezer bag or container. Store frozen for up to several months.



CALIFORNIA STRAWBERRIES

SERVING SIZE GUIDE

FRESH AND FROZEN



WHOLE:

**8 LARGE
STRAWBERRIES
=
8 KEY BENEFITS**

**SLICED OR
QUARTERED:**

1 CUP

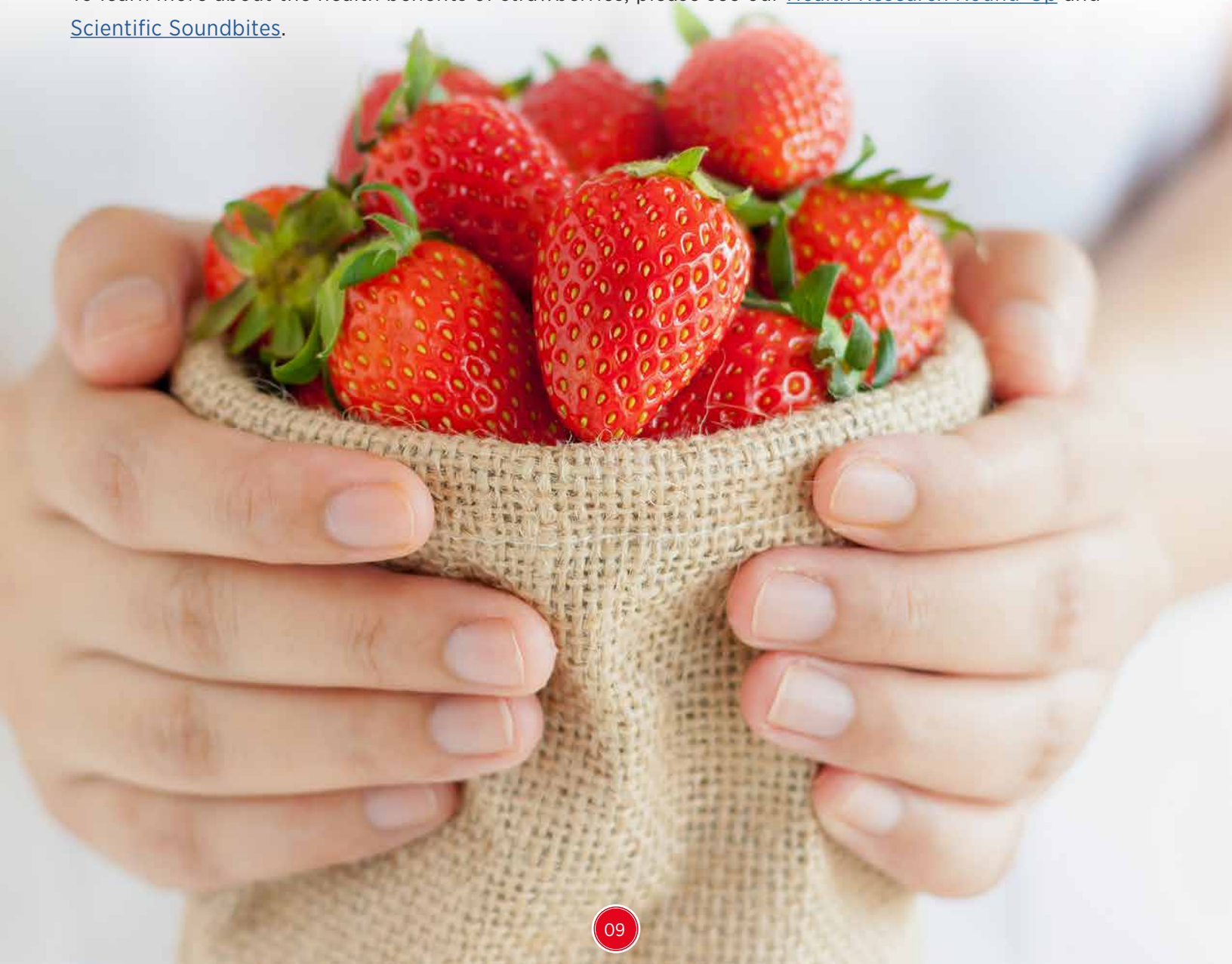


STRAWBERRY SCIENCE

For nearly two decades, the California Strawberry Commission has maintained a robust nutrition research program to understand the extraordinary nutritional value of strawberries and a broad range of concomitant health benefits. This initiative contributes to the existing literature and has helped to transform scientific inquiry from asking not *if* strawberries positively influence human health, but *how*.

Strawberries are a nutrition powerhouse. In addition to the nutrients potassium, folate and fiber,¹ strawberries are the most widely available fresh fruit source of vitamin C.¹¹ Strawberries are also rich in phytonutrients, particularly anthocyanins and flavan-3-ols, which have been shown to have preventive and therapeutic health benefits.¹² Clinical research suggests eating just one serving of eight strawberries a day may improve heart health, help manage diabetes, support brain health and reduce the risk of some cancers. Emerging research is exploring the role that strawberries may play in digestive health. While the depth of knowledge is strong, California Strawberries is continuing to explore these areas and more.

To learn more about the health benefits of strawberries, please see our [Health Research Round-Up](#) and [Scientific Soundbites](#).



SOCIAL & STORY IDEAS



YEAR-ROUND INSPIRATION TO HELP YOU HIGHLIGHT STRAWBERRIES, INCLUDING KEY DATES WHEN **STRAWBERRIES REALLY SHINE**

Tips & Tools: Use the grab-and-go SOUND BITES and content-starters below to spark ideas for media pitches, interviews, articles or blog posts. Plus, we've created time-saving, on-trend, easy-to-share SOCIAL POSTS just for your use.

For a daily dose of strawberry inspiration, follow California strawberries on social media:

[@CAstrawberries.](https://www.instagram.com/CAstrawberries)



SPRING

MARCH / APRIL / MAY

MARCH

National Nutrition Month

(2nd Wednesday) National RDN Day

20th First Day of Spring

21st National California Strawberry Day

31st Easter

STRAWBERRY STORY IDEAS

National Nutrition Month is a great opportunity to remind people how they can jump back on their resolution wagon. One way is to incorporate more fruits and veggies to boost mood and well-being, especially if winter is lingering.

Show your audience how to celebrate the first day of spring with healthy and delicious strawberries. Few things say spring like [fresh salads](#), loaded with fruits, veggies and bold flavors. These unique salad recipes will show people how to up the ante.

National California Strawberry Day is a great time to educate people about the dedicated [farmers](#) and [farmworkers](#) who grow and harvest these delicious berries.

APRIL

4th National Vitamin C Day

22nd Earth Day

STRAWBERRY STORY IDEAS

Strawberries are grown year-round in California, but April is the start of peak season. Fresh strawberries are widely available in stores from now through the early fall, so encourage people to stock up and learn [how to select, store](#) and preserve all those delicious berries.

For tips on boosting intake on Vitamin C Day, suggest a delicious [strawberry snack](#). A serving of eight strawberries has all the vitamin C we need in a day.

MAY

National Strawberry Month

5th Cinco de Mayo

(2nd Sunday) Mother's Day

20th National Pick Strawberries Day

21st National Strawberries & Cream Day

(Last Monday in May) Memorial Day

STRAWBERRY STORY IDEAS

Delicious in both sweet and savory dishes, strawberries are a versatile fruit that can be enjoyed in every meal of the day. National Strawberry Month is the perfect time to liven up meals with our [Latin-inspired](#) recipes.

Get crafty with your audience and show them how to make Mother's Day special with [strawberry roses](#) — as pretty as they are delicious.

May is Stroke and Blood Pressure Awareness Month, a great time to highlight strawberries' cardio-protective nutrients including vitamin C, folate, fiber, potassium and flavonoids such as anthocyanins and ellagic acid.



GET SOCIAL WITH STRAWBERRIES

MARCH / APRIL / MAY

- Transform your strawberries into **#EasterEggs** in just 5 simple steps! The entire family will love to make (and eat!) these festive treats. <https://www.californiastrawberries.com/strawberry-easter-eggs/>
- Celebrate **#spring** with your own mini garden made with strawberry "carrots" on a bed of cookie crumbs in tiny terra cotta pots! <https://www.californiastrawberries.com/strawberry-carrots-in-a-spring-garden/>
- **#NationalVitaminCDay!** Did you know that strawberries are the most widely available fresh fruit source of vitamin C? Snack on 8 large strawberries to get all the vitamin C you need in a day!
- **#NationalCaliforniaStrawberryDay** Learn more about the farm-to-table journey of a California strawberry. <https://www.californiastrawberries.com/farm-to-table-journey/>
- Happy **#EarthDay!** Today and every day, we are thankful for the extraordinary care that goes into the land and the people who make it possible to grow these gorgeous #strawberries.
- Celebrate **#CincodeMayo** with this refreshing Strawberry Margarita Punch! Hold the tequila for a family-friendly mocktail. <https://www.californiastrawberries.com/strawberry-margarita-punch/>
- Happy **#StrawberryMonth!** There is nothing quite like some fresh strawberries right from the field. Did you know that strawberry plants transform from a flower into a berry in less than one month?
- Treat loved ones this **#Mothersday**. Turn your strawberries into roses to make a gorgeous edible bouquet. <https://www.californiastrawberries.com/strawberry-roses/>



SUMMER

JUNE / JULY / AUGUST

JUNE

National Fresh Fruit and Vegetable Month

14th National Strawberry Shortcake Day; Flag Day

(3rd Sunday) Father's Day

21st First Day of Summer; National Smoothie Day

25th National Strawberry Parfait Day

STRAWBERRY STORY IDEAS

School's out and it's tempting for kids to get sidetracked from healthy eating while off their usual schedule. This summer, show your audience how to help kids snack smart with nutrient-rich options like strawberries. Even though California strawberries are grown year-round, summer marks peak season when strawberries are especially abundant in stores. Strawberries are easy to include in summer [favorites](#).

JULY

4th Independence Day

7th National Strawberry Sundae Day

STRAWBERRY STORY IDEAS

4th of July is the celebration of our Nation and while the day often ends with fireworks, you can create all-day excitement with fun and great food. These festive foods are perfect [4th of July recipes](#) that are sure to impress your audience. They're filled with fun but you can also reap some strawberry benefits along with them.

AUGUST

23rd National Sponge Cake Day

24th National Waffle Day

STRAWBERRY STORY IDEAS

Strawberries are the ideal sweet summer fruit. They're flexible enough to enjoy in salads, but are easily the star of any dessert. Some would argue that the best use of strawberries in the summertime is in refreshing [cocktails](#). Inspire your audience to use strawberries in any summer drink, whether for entertaining or simply to enjoy on a hot summer day.

Give your audience ideas for all types of summer activities. There are probably over a million ways to love strawberries like these [Campfire Strawberries](#). Is there anything more nostalgic and fun than being (or imagining yourself) gathered with friends or family around a campfire? Encourage your audience to bring these along to the great outdoors, or just get a little taste of them with this fun strawberry-marshmallow duo.



GET SOCIAL WITH STRAWBERRIES

JUNE / JULY / AUGUST

- Happy **#NationalStrawberryShortcakeDay!** There are so many ways to make this classic dessert, but here's one of our favorites: <https://www.californiastrawberries.com/gluten-free-strawberry-shortcake/>
- **#Summer** is in the air! Enjoy an outdoor happy hour with our favorite summer strawberry cocktails. One of our most popular recipes ever, and for a good reason! Our Strawberry Chamoyada tastes even better than it looks! <https://www.californiastrawberries.com/strawberry-chamoyada/>
- Get your red, white and blue ready with this patriotic cocktail for **#FourthofJuly!** <https://www.californiastrawberries.com/red-white-and-blue-frozen-cocktail/>
- How cute are these Strawberry Firecracker Pops?! Turn your strawberries into festive, patriotic pops with just 5 ingredients! **#FourthofJuly!** <https://www.californiastrawberries.com/strawberry-firecracker-pops/>
- Happy **#FourthofJuly!** No matter how you're spending the holiday you deserve a sweet treat, so try our Strawberry Float! <https://www.californiastrawberries.com/strawberry-float/>
- **#NationalStrawberrySundaeDay** Roasted Strawberry Sundaes are a great way to enjoy California strawberries paired with decadent homemade chocolate sauce. <https://www.californiastrawberries.com/roasted-strawberry-sundae/>
- **#NationalIceCreamDay** might be our new favorite holiday. Strawberry Shortcake Ice Cream Bars are an easy summer treat. <https://www.californiastrawberries.com/strawberry-shortcake-ice-cream-bars/>
- Brunch-lovers, this one is for you! Celebrate **#NationalWaffleDay** with a batch of fluffy waffles with heavenly lavender-marinated strawberries. <https://www.californiastrawberries.com/waffles-with-lavender-marinated-strawberries/>



FALL

SEPTEMBER / OCTOBER / NOVEMBER

SEPTEMBER

(1st Monday) Labor Day

16th National Guacamole Day

26th National Pancake Day

28th National Strawberry Cream Pie Day

STRAWBERRY STORY IDEAS

Kids' nutrition can take the lead again as they head back to school. Strawberries are a favorite of kids and are available from California during the fall months. Plus, they are low in sugar, packed with nutritional benefits and have only 50 calories per serving. Suggest power lunches/super snack ideas like tossing fresh strawberries into a reusable container in kids' lunch boxes for a tasty, nutritious snack they won't trade away. Recommend simple recipes like [Gluten-Free Strawberry Energy Bites](#), [Strawberry Almond Butter Crepe Roll-Ups](#) and [Strawberry and Turkey Pinwheels](#).

OCTOBER

Breast Cancer Awareness Month

National Dessert Month

28th National Chocolate Day

29th National Oatmeal Day

31st Halloween

STRAWBERRY STORY IDEAS

Raise awareness with your audience of the role the vitamin C and polyphenols in strawberries can play when choosing [foods for cancer prevention](#).

Fall baking ideas come front and center as the weather cools, and it's a perfect time to share twists on tradition like [Strawberry Babka](#) and [Strawberry Quick Bread](#).

If summer comes to mind when thinking of strawberries, as the summer winds down, invite your audience to make that transition to fall by combining sweet strawberry flavor with the crisp freshness of apples in some delicious recipes, like a [fall harvest salad](#) or a [strawberry sangria](#).

NOVEMBER

National Alzheimer's Disease Month

National Diabetes Month

(4th Thursday) Thanksgiving

STRAWBERRY STORY IDEAS

Strawberries are a [nutritional powerhouse](#) and clinical research suggests regular consumption may support brain health and help manage diabetes. Here's some stats you can use in your stories this month:

- Stay sharp with strawberries: A recent study in the *Annals of Neurology* suggests that eating berries more than twice a week appears to delay cognitive aging by up to 2.5 years.⁵
- Eating strawberries — a rich source of vitamin C, pelargonidin, anthocyanidins and total flavonoids — may reduce the risk of Alzheimer's Disease and related dementias.^{6,7}
- The anthocyanins in strawberries may reduce inflammation, oxidative stress and insulin resistance — all risk factors for type 2 diabetes mellitus (T2DM).²
- Naturally sweet and low in calories, one serving of strawberries has less sugar than an apple³ and only half the calories of a banana.⁴

GET SOCIAL WITH STRAWBERRIES

SEPTEMBER / OCTOBER / NOVEMBER

- Strawberry Shrimp Ceviche is light, refreshing and the perfect appetizer to serve at your **#LaborDay** festivities! https://www.californiastrawberries.com/strawberry_shrimp_ceviche/
- Can every day be **#NationalGuacamoleDay**?! Try our spicy homemade version with strawberries! The sweet, salty and spicy flavors are perfect to accompany chips, tacos and more. <https://www.californiastrawberries.com/homemade-spicy-guacamole-with-strawberries/>
- **#NationalStrawberryCreamPieDay** means it's time to make this No-Bake Strawberries and Cream Pie. You'll love it! <https://www.californiastrawberries.com/no-bake-strawberries-and-cream-cheese-pie/>
- With **#fallbaking** in full swing and **#Halloween** just around the corner, now is the perfect time to make this adorable Chocolate Pumpkin Patch Cake! <https://www.californiastrawberries.com/chocolate-pumpkin-patch-cake/>
- November is **#NationalDiabetesMonth**. Findings from a clinical research study suggest eating strawberries may help reduce blood sugar levels & inflammation, especially when consumed within 2 hours of a meal.
- Switch up your regular cranberry sauce this **#Thanksgiving** by adding strawberries! The sweetness is the perfect complement to tart cranberries and zesty orange, perfect for serving with turkey or spreading on dinner rolls. <https://www.californiastrawberries.com/cranberry-strawberry-sauce/>



WINTER

DECEMBER / JANUARY / FEBRUARY

DECEMBER

Holidays - Christmas, Hanukkah, Kwanza

6th National Gazpacho Day

19th National Oatmeal Muffin Day

20th National Sangria Day

STRAWBERRY STORY IDEAS

Suggest how to make the holidays happier and healthier with delicious California strawberries. Fresh or frozen, add a perfect pop of festive color to favorite [holiday recipes](#). Check out our holiday recipes for inspiration.

JANUARY

1st New Year's Day

5th National Whipped Cream Day

15th National Strawberry Ice Cream Day

27th National Chocolate Cake Day

STRAWBERRY STORY IDEAS

You can help make New Year's nutrition resolutions easy by recommending naturally-sweet, nutrient-rich foods like strawberries.

Since keeping the immune system strong is a top priority this time of year, remind your audience about the [vitamin C in strawberries](#). Vitamin C plays an important role in the normal functioning of the immune system and one serving of eight strawberries fulfills the recommended value of vitamin C for an entire day. Plus, eight strawberries are only 50 calories per serving!

FEBRUARY

American Heart Month

(1st Friday) National Wear Red Day

14th Valentine's Day

22nd National California Day; Margarita Day

27th National Strawberry Day

STRAWBERRY STORY IDEAS

February is the best time to demonstrate how to start heart-healthy habits such as eating strawberries regularly. In a clinical research trial, strawberries were shown to reduce total cholesterol levels.⁹ Plus, strawberries contain 220 mg. of potassium per serving. Potassium has been shown to control blood pressure and prevent strokes.^{13,14}

Give love to a healthier [Valentine's Day](#) by offering ways to skip the candy, and reach for the beauty, natural sweetness and added nutrition of strawberries.

- Strawberries are naturally sweet, but low in sugar (only 8g) and calories (only 50 per serving).
- These [fun strawberry hearts](#) are a great treat for Valentines!



GET SOCIAL WITH STRAWBERRIES

DECEMBER / JANUARY / FEBRUARY

- **#HappyHolidays** These sweet strawberry Santas are a great treat to make with the whole family! **#Christmas #StrawberrySantas** <https://www.californiastrawberries.com/strawberry-santas/>
- **#NationalSangriaDay** Cheers to that! Our Spiced Strawberry Sangria is full of seasonal fruit, spices and red wine. It's an easy batch cocktail to mix up for the holidays. <https://www.californiastrawberries.com/spiced-strawberry-sangria/>
- Whip up a batch of homemade Strawberry Ice Cream for **#NationalStrawberryIceCreamDay!** <https://www.californiastrawberries.com/no-churn-strawberry-ice-cream/>
- **#NationalChocolateCakeDay** Try these mini strawberry and chocolate party cakes, they're both eye-catching and delicious! https://www.californiastrawberries.com/strawberry_and_chocolate_party_cakes/
- February is **#HeartMonth**, and strawberries are a great snack choice to keep your heart healthy and strong. Learn more about how eating strawberries can help your heart stay healthy. <https://www.californiastrawberries.com/heart-health-benefits-get-sweeter-with-strawberries/>
- Stand out this **#HeartHealthMonth** with these heart-shaped strawberry pies <https://www.californiastrawberries.com/strawberry-heart-hand-pies/>
- Nothing says love like strawberries (and chocolate!). Try these easy **#StrawberryHearts** for **#ValentinesDay** <https://www.californiastrawberries.com/how-to-make-strawberry-hearts/>
- **#Cheers** to **#NationalMargaritaDay!** Enjoy this Strawberry Mezcal Margarita. You can thank us later! <https://www.californiastrawberries.com/strawberry-mezcal-margarita/>
- **#NationalStrawberryDay** is our favorite day of the year! Share how you love to enjoy your **#castrawberries**.



FAQ'S

ARE ORGANIC STRAWBERRIES GROWN IN CALIFORNIA?

More organic strawberries are grown in California than anywhere in the world. In fact, one in four California strawberry farmers grow both conventional and organic berries.

ARE ORGANIC STRAWBERRIES SAFER THAN CONVENTIONAL?

Science clearly shows both organic and conventional strawberries are safe to eat.¹⁵ Whether organic or conventional, health experts agree that consumers should eat more fruits and vegetables, like strawberries, every day to reduce their risk of disease and obesity.

The U.S. Department of Agriculture conducts a program that analyzes [pesticide residues](#) on foods. Over 99% of the foods tested had residues well below safety standards set by the Environmental Protection Agency, with a third having no detectable residues at all.

Strawberry farmers, both organic and conventional, combine a number of strategies and practices to reduce pesticide use. Some examples include: introducing predatory insects to eat the pest insects, planting border crops to attract beneficial insects to the fields and driving “bug vacuums” through the fields to mechanically remove pests from the plants.

Learn more about the safety of fresh fruits and vegetables at <https://www.safefruitsandveggies.com/>

DOES STRAWBERRY FARMING USE A LOT OF WATER?

California strawberry farmers are leaders in resource conservation, such as water use, as early adopters of drip irrigation. One acre of strawberries requires less water than an acre of homes in Los Angeles.

ARE THERE GMO CALIFORNIA STRAWBERRIES?

There are no commercially grown or shipped GMO California strawberries. Yes, those big, beautiful California strawberries were developed using traditional plant breeding methods.

HOW ARE STRAWBERRY FARMERS WORKING TO ADDRESS CONSUMER CONCERNS WITH PLASTIC PACKAGING?

California strawberries are packed in clamshell packaging composed of 65-75% recycled plastic. Consumers should visit <https://how2recycle.info/> to learn more about recycling food packaging. Berry shippers throughout North America are invested in creating a circular economy, closing the loop by recapturing used clamshells to create new berry packaging. Packaging provides lightweight protection of the berries, contributing to the reduction of food waste and transportation fuel use.



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